

# Platforms & Tools

Week 1 – Jan. 9

UW Social Media Certificate

Winter 2013

# Agenda

- Overview
- New students
- Around the space
- Guest speaker – Madeline Moy, Microsoft Store
- *Break*
- Introduction to tools
- Schedule/assignments
- Community Management Project

# Overview

- **Derek Belt, Instructor**  
Social Media Specialist, King County  
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- **Solveig Whittle, Assistant**  
Marketing Consultant  
Email: solveigwhittle@hotmail.com  
Twitter: @shadesofsolveig

# Class websites

- **Course website:**  
<http://uwsmc-2.wikispaces.com>
- **Course blog:**  
<http://uwsmcblog.wordpress.com>
- **Twitter hashtag:** #UWSMC
- **Facebook group:** Join by [clicking here](#).

# New students

- Share the following:
  - Name
  - What you do
  - What brings you to the class
  - What your experience with social media is
  - What your first concert was

Derek's was  
M.C. Hammer!



# Around the space

- Google+ brand pages can now interact with people who haven't circled them.
- Facebook launches Nearby feature for mobile phones.
- Instagram releases badges for websites.
- Twitter was buzzing today with news the Sonics might be coming back to Seattle!
- What else?

# Guest Speaker

## Madeline Moy

Community Manager, Microsoft Store

MCDM graduate

Twitter: @madelinemoy



# Introduction to tools

- Many marketers and communications pros are short on time and money—managing a host of social media channels can seem daunting.
- Choosing the right tool for the right reason can make social media management easier and more effective.
- Some tools are free, but if you want more versatility (additional profiles, analytics, etc.), you many have to pay for a premium subscription.
- Subscriptions run from \$10/mo. to more than \$500/mo.

# Why we need tools

- You can't conquer what you don't understand.
- Take the time to find great tools and to understand how each of them affects traffic and analytics data.
- Use the data to engage your audience and inform your project teams and supervisors.
- Learn what customers and clients are looking for using social media metrics, and act upon the data once you've analyzed it.



# Know what to look for

- **Does your platform or tool allow you to:**
  - Schedule posts
  - Connect all (or most of) your social media channels
  - Access analytics and reports
  - Gather insights you couldn't easily get elsewhere
- **Other considerations:**
  - How much does it cost? Is there a free trial?
  - Can you engage customers from inside the tool?
  - How many people can access the tool? (i.e. workflow)
  - Can you export the data?

# Learn the differences

- Know what each tool is used for.
- Each has its own feature set, design/UX, schedule, efficiencies and limitations.
- You don't need all of the tools.
- Choose the ones that align with your goals and KPIs.
- Don't rush into a tool you'll have to backpedal on later.



# When to pull the trigger

- Ground yourself in where you're going and what you want to measure.
- Stay focused on your goals, and don't get sucked into the hype of a particular tool.
- Tools must fit your needs and be relatively simple to use.
- Setting up profiles, engaging customers, developing a workflow and comparing charts should all be easy to do.
- If not, you'll spend more time managing the tool than you will your content strategy.

# Tools we'll cover



# Other platforms and tools

## Monitoring/listening:

- [Sysomos](#)
- [Brandwatch](#)
- [SproutSocial](#)
- [Engagio](#)

## Dashboards:

- [Spreadfast](#)
- [TweetDeck](#)
- [Gremln](#)
- [CoTweet](#)

## Pinterest:

- [Reachli](#) (formerly Pinerly)
- [Pingraphy](#)
- [Pinpuff](#)
- [PinReach](#)

## Facebook:

- [AgoraPulse](#)
- [Booshaka](#)

## Twitter:

- [Topsy](#)
- [TweetReach](#)
- [Trendsmap](#)

## Other:

- [Statigram](#)
- [Traackr](#)
- [Social Mention](#)
- [Google Keyword Tool](#)

# Tools in action (videos)

- [Brandwatch](#)
- [Sprout Social](#)
- [Gremln](#)
- [Spredfast](#)
- [Social Mention](#)
- [HootSuite](#)
- [Radian6](#)



# Class schedule

Week	Date	Topic area	Tool covered
Week 1	1/9	Introduction to tools	
Week 2	1/16	Social media dashboards	HootSuite
Week 3	1/23	Website metrics	Google Analytics
Week 4	1/30	Reporting	Simply Measured
Week 5	2/6	How Facebook works	Facebook Ads
Week 6	2/13	Listening/monitoring	Radian6
Week 7	2/20	Blogging	WordPress
Week 8	2/27	SEO/writing for the web	
Week 9	3/6	Building your own custom tools	
Week 10	3/13	Final presentations	

# Syllabus

Point value	Assignment	Due
10	Minute papers (1 point each)	Weekly
5	Replies (Minimum of 5)	
10	Active participation in class, Twitter and groups	
40	4 homework assignments (10 points each)	
10	Milestone #1: GOST document (1 per team)	Week 3
10	Milestone #2: First campaign (1 per team)	Week 7
15	Milestone #3: Second campaign (final presentation)	Week 10

- *Note: Must score at least 75 points to pass the course.*

# Assignments

- **4 homework assignments (10 points each)**
  - HootSuite
  - Google Analytics
  - Simply Measured
  - Facebook Ads
  - *Possibly Radian6 (would change to 8 points each)*
- **Write a 1-page analytics report for each**
  - Use the tool, gather some data, provide analysis, make recommendations.

# Community Management Project

- **Key concepts:**

- Determining meaningful social media metrics and how to measure them.
- Creating community through content.
- Working across social media channels.

- **Deliverables:**

- Milestone # 1: GOST document – due Week 3
- Milestone # 2: First (single-channel) campaign – due Week 7
- Milestone # 3: Final presentation – due Week 10
  - Includes multi-channel campaign
  - Results and recommendations based on your analysis

# GOST document

- **Milestone #1: GOST document – due week 3**
  - Draft a 1-page GOST document and submit 1 per team.
  - Goals are the same for all channels (see Brand Voice).
  - Objectives, strategies and tactics should be channel-specific and measurable using tools explored in class or that teams research on their own.
- *Deadline: Email to Derek and Solveig by the beginning of class on 1/23.*

# Small campaign

- **Milestone #2: Single-channel campaign – due week 7**
  - Write a 1-page summary with campaign description and results (using analytics tools).
  - Reports should touch on:
    - Campaign overview, content strategy relating to your channel, tools used, key metrics gathered, analysis and recommendations.
- *Deadline: Email to Derek and Solveig by the beginning of class on 2/20.*

# Final presentations

- **Milestone #3: Multi-channel campaign – Due week 10**
  - 15-minute presentation with 10 slides (maximum).
  - Short and to the point, covering key findings, insights and recommendations.
  - Presentations should touch on:
    - GOST review—what steps did the team outline at the beginning of the project, and how were your channels leveraged to achieve overall goals?
    - Discuss any tools used and the results they provided.
    - Key findings based on insights gleaned from your reporting.
- *Deadline: Email PPT deck to Derek and Solveig prior to class on 3/13.*